



# The Rise of Yellow Journalism

By Katie Essner



# The Beginning

“You furnish the  
pictures and I’ll furnish  
the war.”

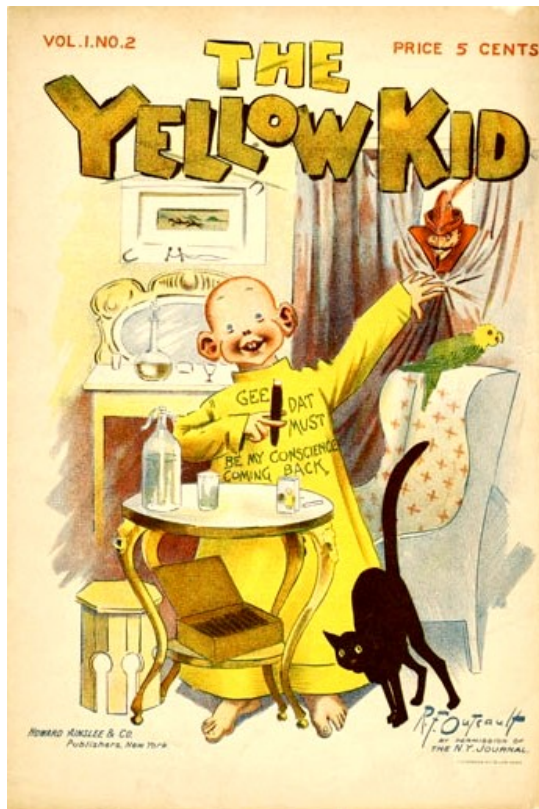


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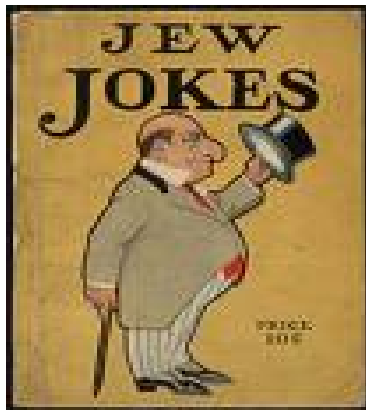
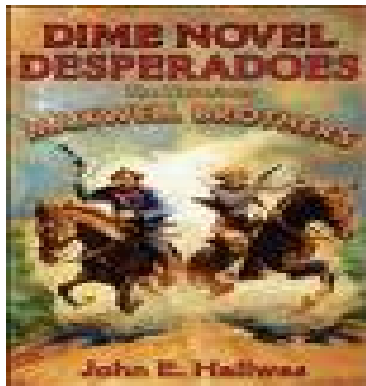
- Yellow journalism was developed because of the demand for cheap media and as a way to compete with other media.
- Joseph Pulitzer, of the New York World, and William Randolph Hearst, of the San Francisco Examiner and later the New York Morning Journal, transformed newspapers with sensational and scandalous news coverage, the use of drawings and the addition of more features such as comic strips.



# The Yellow Kid Comic



# Cheap Media



- Demand for cheap media content drove the development of several new media: the penny press, the nickel magazine and the dime novel
- Increase accessibility through lower prices
- Reach people who never had access to print media before



# Penny Press

The Sun was one of the first penny press newspapers known for using a simpler, more direct style, vivid language and human interest stories.



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- Hearst specialized in buying up failing newspapers and transforming them into profitable enterprises
- Had little respect for reporting accuracy
- Events were overdramatized
- Reporters had little respect and the job was considered among the lowest of professions

# Raising Standards

- Yellow journalists of the past justified themselves by saying “everyone else is doing it.”
- Eventually Hearst and Pulitzer decided they wanted to be known for public service instead of bad journalism
- Created the Pulitzer Prize and Hearst Foundation
- American Society of Newspaper Editors pledged to “tell the truth about the news”



# New Competition

- When newspapers had finally controlled competition among themselves, records, movies and radio brought new challenges.
- In time each industry matured and found their role in the media market
- Wanted to control and regulate themselves ethically so they didn't have to follow government regulations.

# Yellow Journalism Today

- Still traces of yellow journalism today in tabloids
- The National Enquirer broke the scandal of Sen. John Edwards but he denied it and most people did not believe the story since the National Enquirer broke the story
- Edwards admitted a year after the story was published he had an affair and the woman gave birth to his child

# Yellow Journalism Today



SEN. JOHN EDWARDS  
CAUGHT WITH MISTRESS  
AND LOVE CHILD!

Vice Presidential candidate Sen. John Edwards was caught visiting his mistress and secret love child at 2:40 this morning in a Los Angeles hotel by the NATIONAL ENQUIRER.□□



# Yellow Journalism Today



OPRAH Winfrey is quaking in her boots over an upcoming tell-all book being penned by no-holds-barred author Kitty Kelley, who sources say is targeting the talk queen's intimate relationship with her constant companion Gayle King. Find out what pals are saying about Oprah's effort to kill the book - and the shocking details she's afraid it will reveal. Only in GLOBE!

# Yellow Journalism Today



## WHOOOPS ~ JEN DRUNK DIALS BRAD BUT GETS LIVID ANGIE!

woozy boozy Jennifer

Aniston drunk -dialed Brad Pitt, and got the shock of her life when Angelina Jolie answered - a Jen insider told *The Enquirer*. The 40-year-old *Friends* beauty - emboldened by a few glasses of wine and still carrying a torch for her ex-husband - impulsively decided to reach out to the *Inglourious Basterds* star, says the insider. According to the insider, Jen was home alone in her sprawling Beverly Hills mansion in late September when she dialed Brad after downing a few glasses of white wine. "When Jen drinks she tends to get sentimental," said the insider. "She was feeling a little loose from the alcohol, so she called Brad's cell, never imagining anyone but him would pick up. When Jen heard Angie's voice, she freaked out." When rch-rival Angie picked up Brad's cell phone, years of tension between the two Brad-lovers detonated a long-simmering hatred.



# Yellow Journalism

